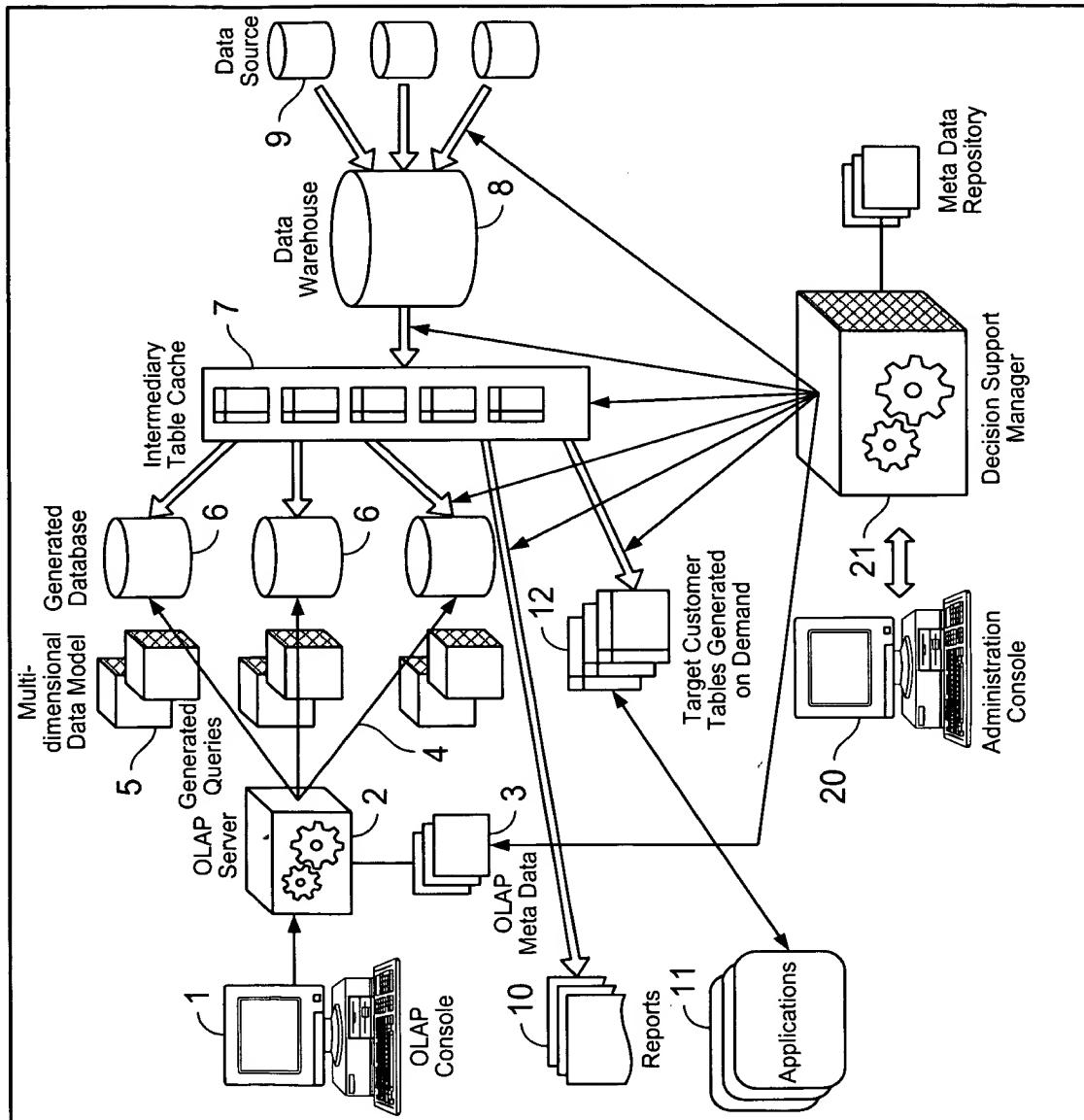


**REPLACEMENT SHEET**

Title: METHOD FOR VISUALIZING INFORMATION IN A  
DATA WAREHOUSING ENVIRONMENT

Docket No.: HPI-01000US1      Applicant: Li-Wen Chen  
Appl. No.: 09/483,385      Attorney: Paul A. Durdik  
Filed: January 13, 2000      Phone: (415) 362-3800

Sheet 1 of 18



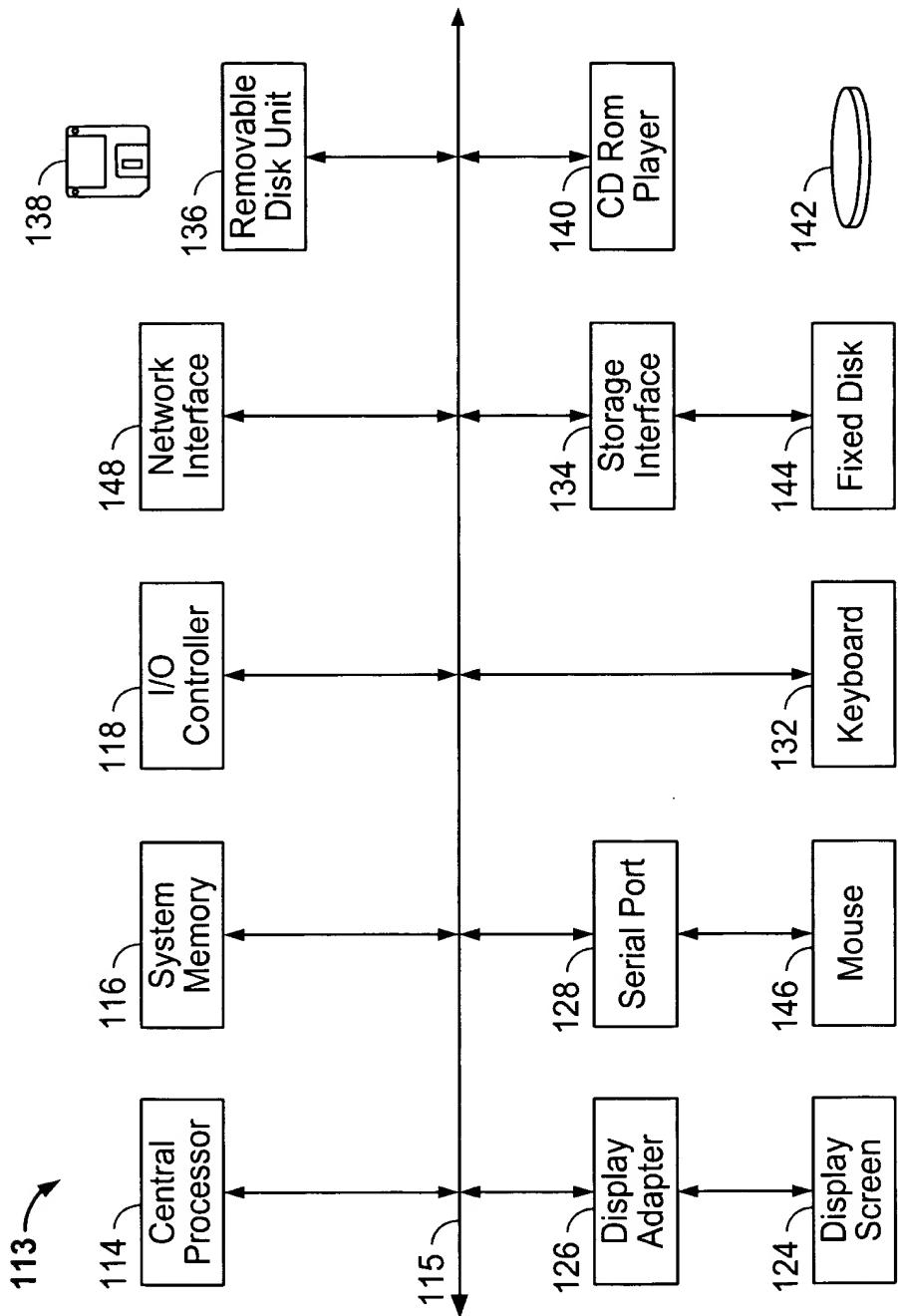
**FIG. 1A**

**REPLACEMENT SHEET**

Title: METHOD FOR VISUALIZING INFORMATION IN A  
DATA WAREHOUSING ENVIRONMENT

Docket No.: HHP1-01000US1      Applicant: Li-Wen Chen  
Appl. No.: 09/483,385      Attorney: Paul A. Durdik  
Filed: January 13, 2000      Phone: (415) 362-3800

Sheet 2 of 18

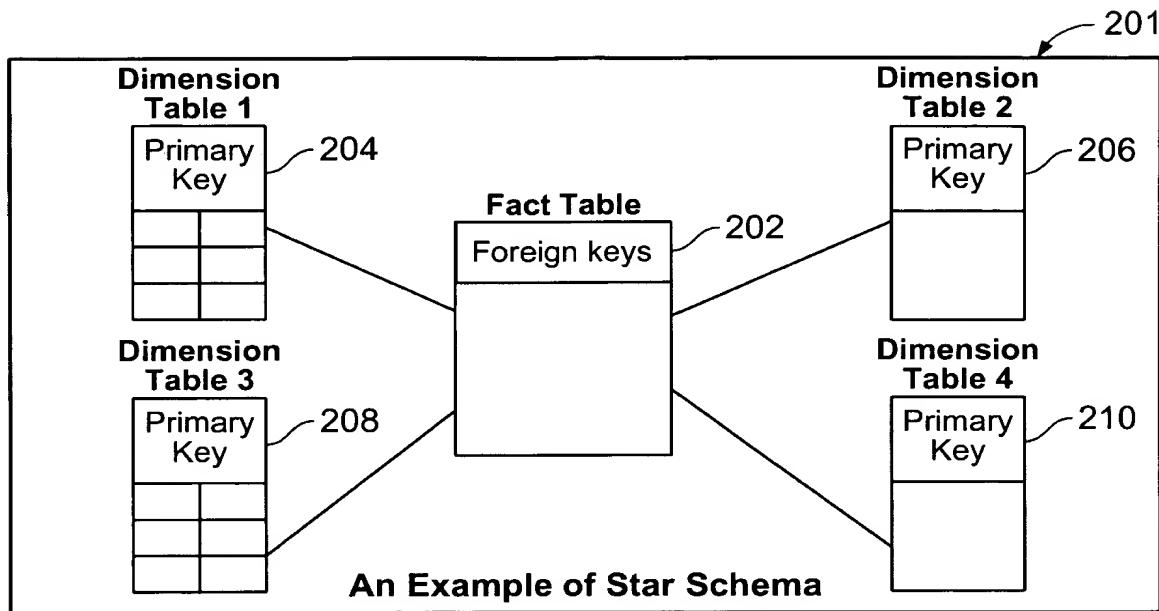


**FIG. 1B**

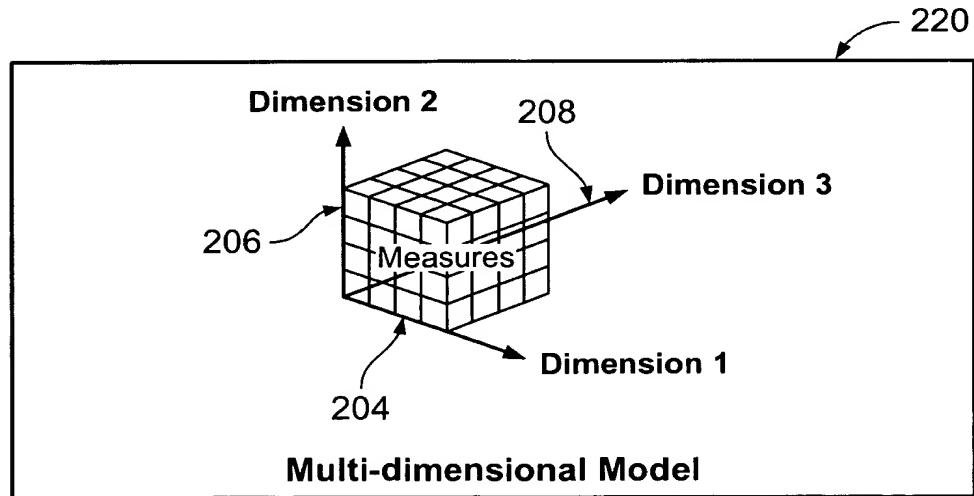
**REPLACEMENT SHEET**

Title: METHOD FOR VISUALIZING INFORMATION IN A  
DATA WAREHOUSING ENVIRONMENT  
Docket No.: HPI-01000US1 Applicant: Li-Wen Chen  
Appl. No.: 09/483,385 Attorney: Paul A. Durdik  
Filed: January 13, 2000 Phone: (415) 362-3800

Sheet 3 of 18



**FIG. 2A**

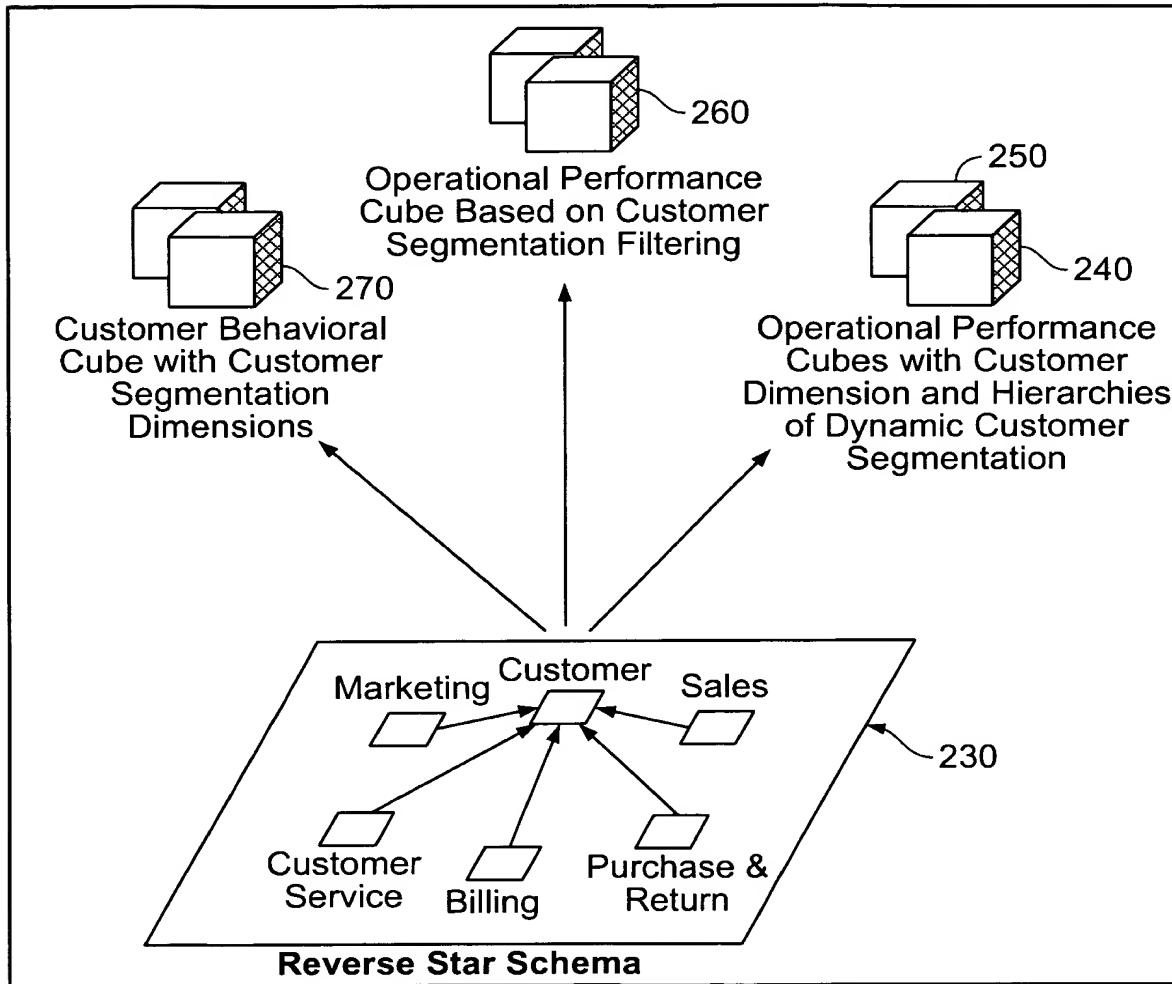


**FIG. 2B**

**REPLACEMENT SHEET**

Title: METHOD FOR VISUALIZING INFORMATION IN A  
DATA WAREHOUSING ENVIRONMENT  
Docket No.: HPI-01000US1      Applicant: Li-Wen Chen  
Appl. No.: 09/483,385      Attorney: Paul A. Durdik  
Filed: January 13, 2000      Phone: (415) 362-3800

Sheet 4 of 18



**FIG. 2C**

**REPLACEMENT SHEET**

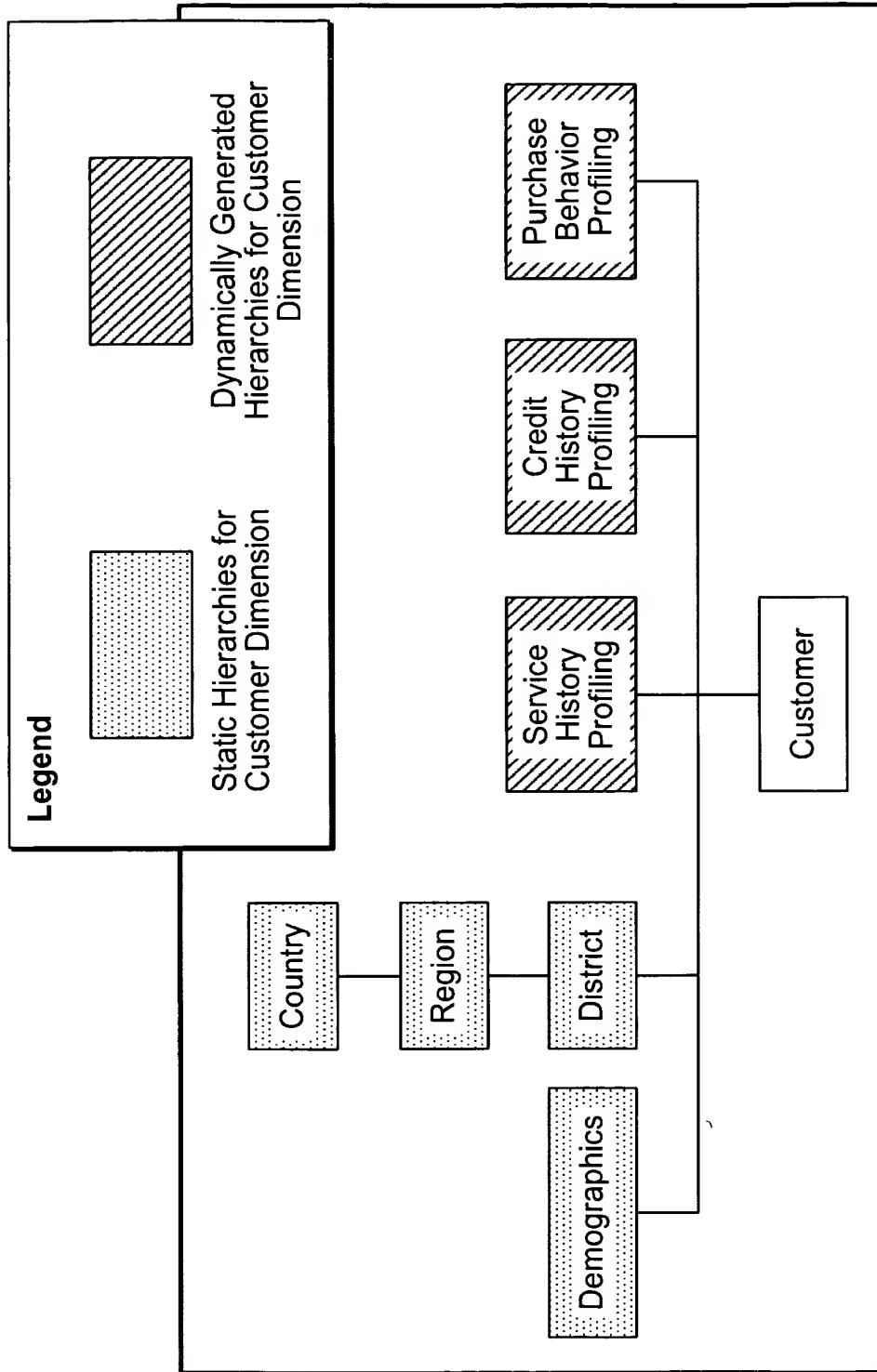
Title: METHOD FOR VISUALIZING INFORMATION IN A  
DATA WAREHOUSING ENVIRONMENT

Docket No.: HHP1-01000US1      Applicant: Li-Wen Chen

Appl. No.: 09/483,385      Attorney: Paul A. Durdik

Filed: January 13, 2000      Phone: (415) 362-3800

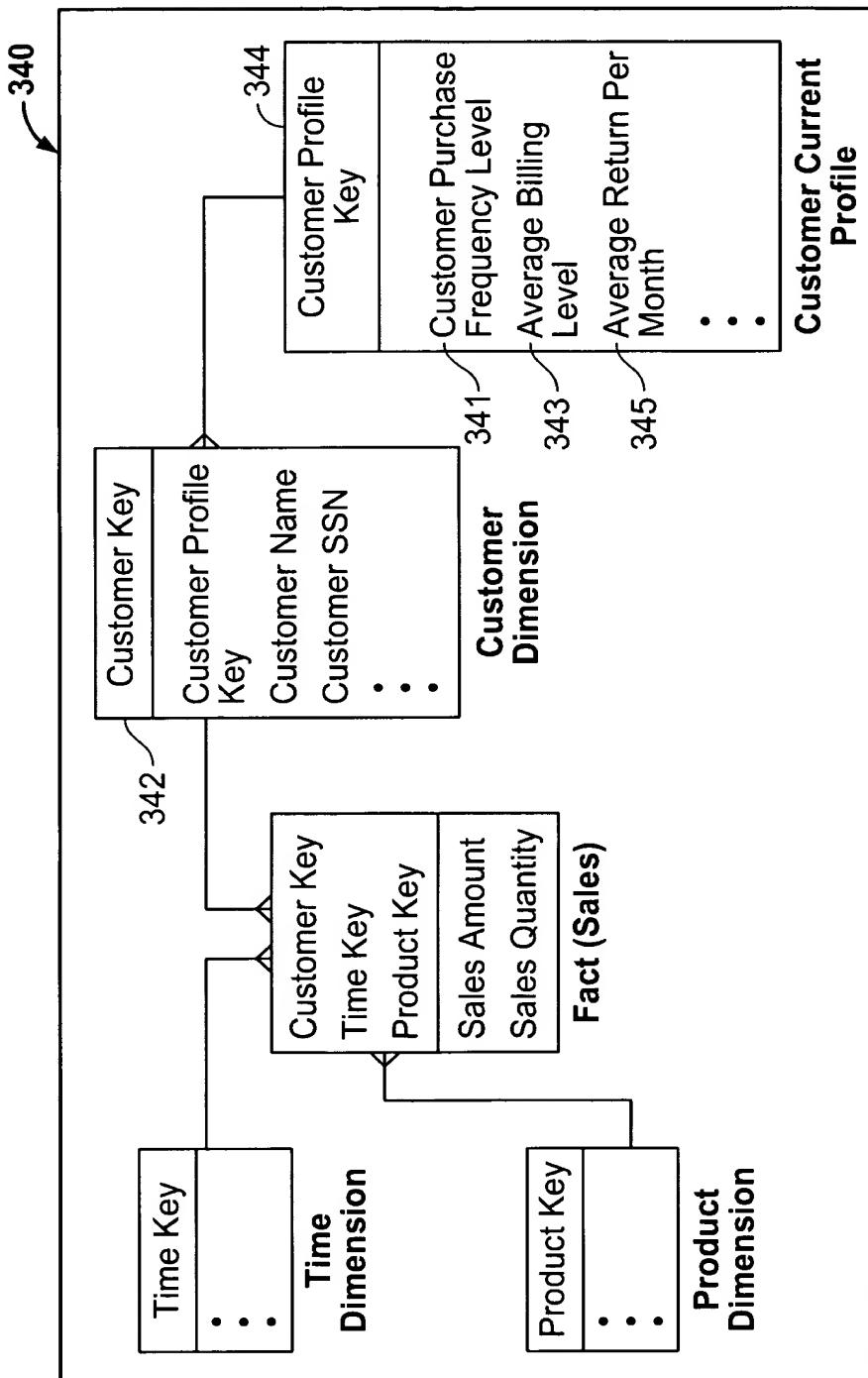
Sheet 5 of 18



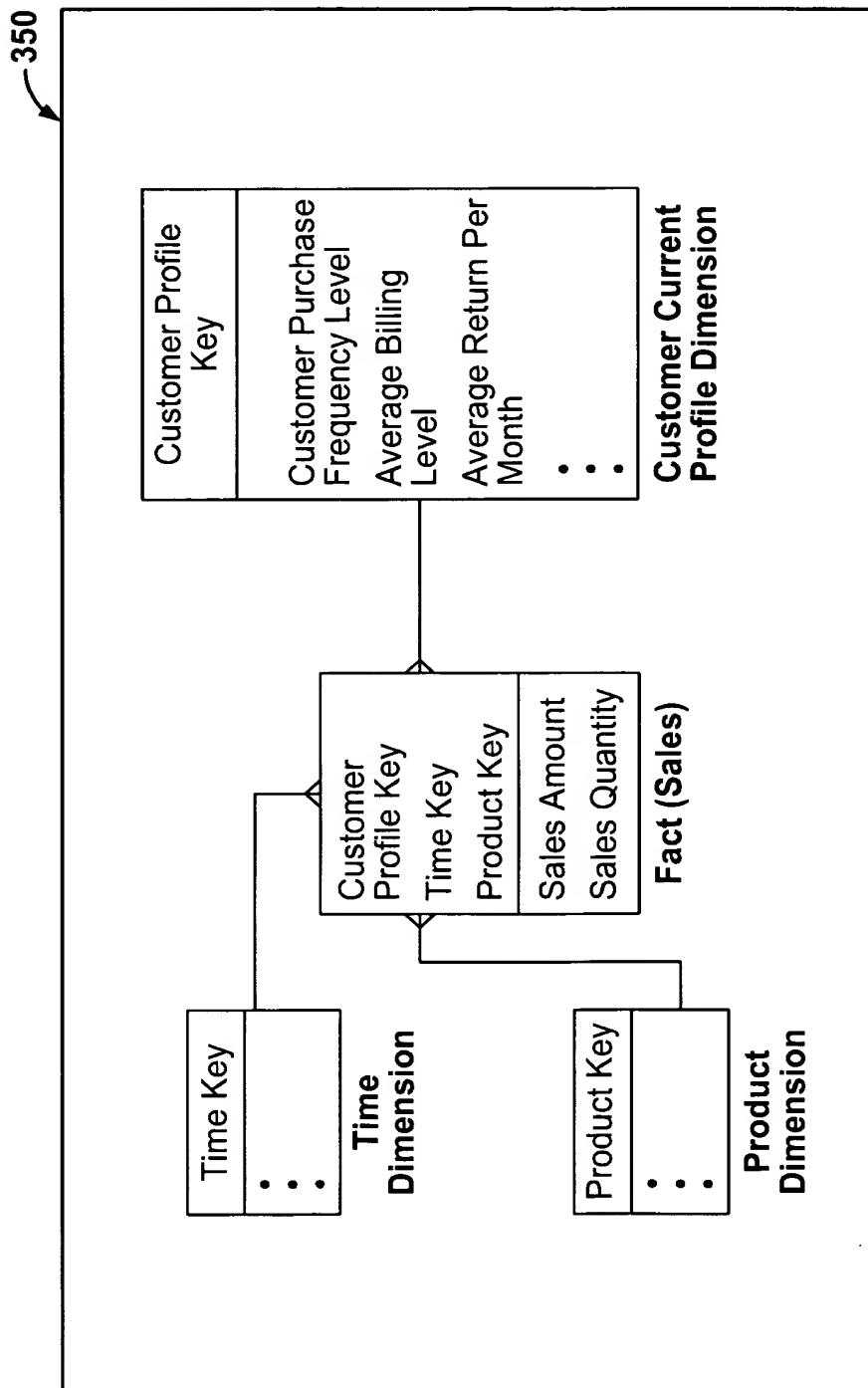
**FIG. 2D**

**REPLACEMENT SHEET**

Title: METHOD FOR VISUALIZING INFORMATION IN A  
DATA WAREHOUSING ENVIRONMENT  
Docket No.: HPI-01000US1      Applicant: Li-Wen Chen  
Appl. No.: 09/483,385      Attorney: Paul A. Durdik  
Filed: January 13, 2000      Phone: (415) 362-3800  
Sheet 6 of 18

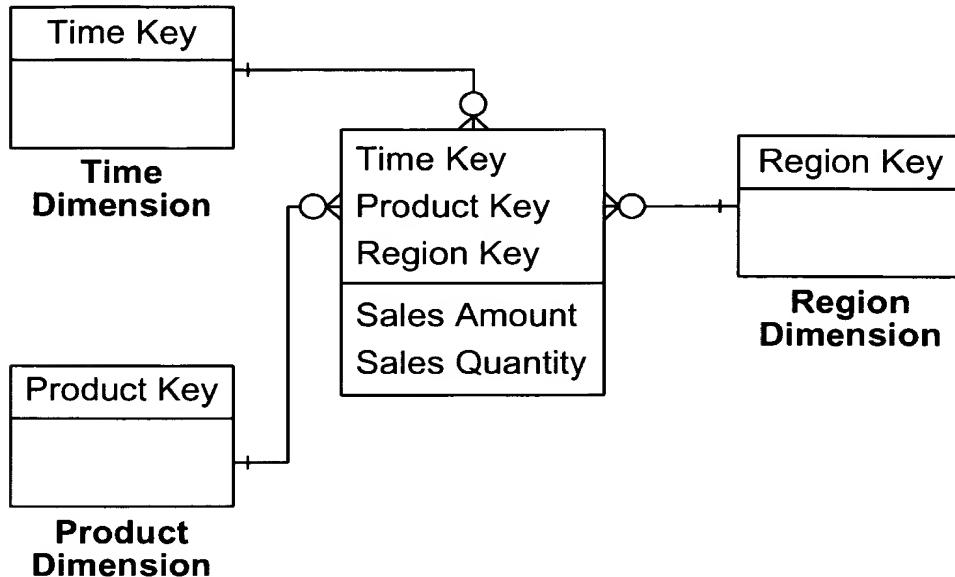


**FIG. 3A**



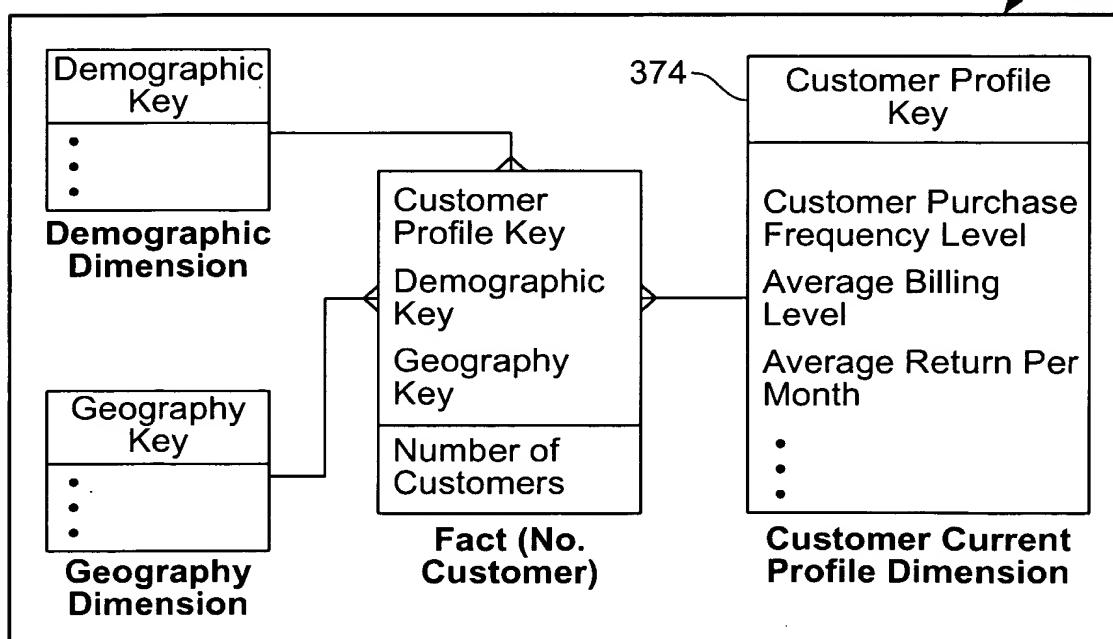
**FIG. 3B**

360



**FIG. 3C**

370

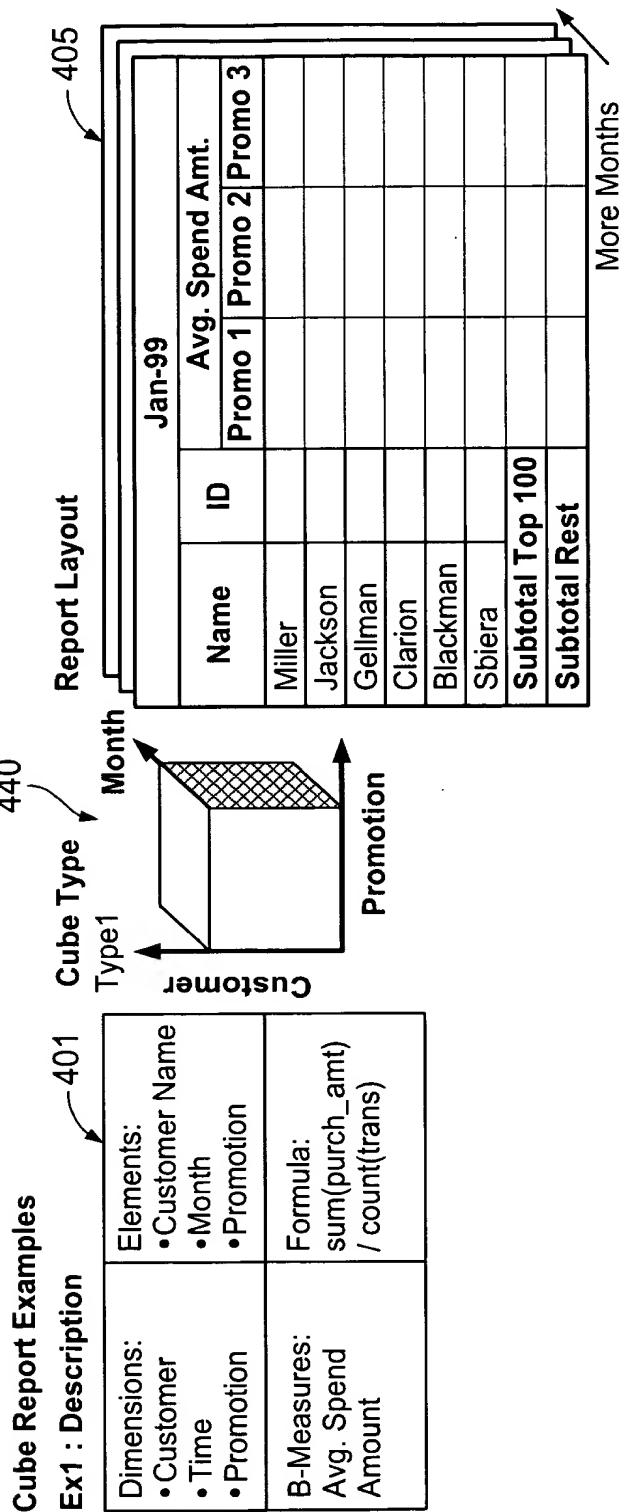


**FIG. 3D**

**REPLACEMENT SHEET**

Title: METHOD FOR VISUALIZING INFORMATION IN A  
DATA WAREHOUSING ENVIRONMENT  
Docket No.: HHP1-01000US1      Applicant: Li-Wen Chen  
Appl. No.: 09/483,385      Attorney: Paul A. Durdik  
Filed: January 13, 2000      Phone: (415) 362-3800

Sheet 9 of 18



**FIG. 4A**

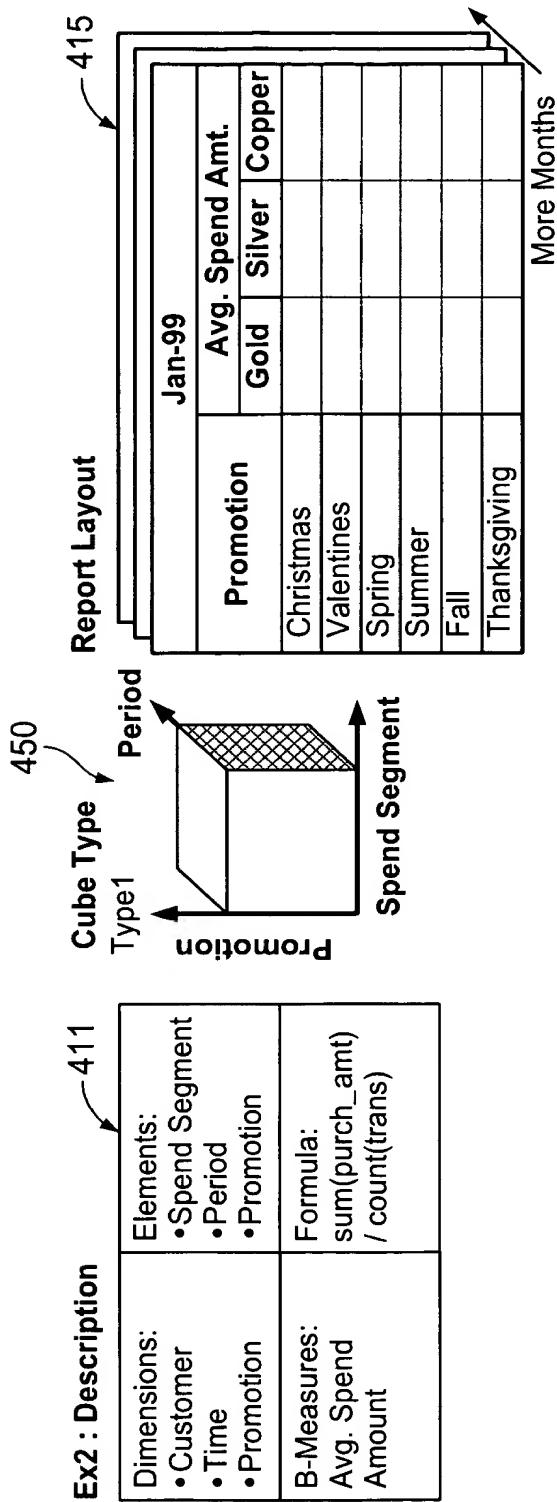
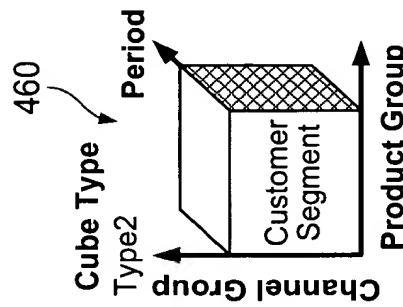


FIG. 4B

425

| Report Layout |  | Jan-99        |         |       |         |
|---------------|--|---------------|---------|-------|---------|
|               |  | Product Group | On-line | Store | Catalog |
| Books         |  |               |         |       |         |
| Magazines     |  |               |         |       |         |
| Cds           |  |               |         |       |         |
| Video Games   |  |               |         |       |         |
| Cassettes     |  |               |         |       |         |
| Gifts         |  |               |         |       |         |



421

**Ex3 : Description**

|                    |  |                  |  |
|--------------------|--|------------------|--|
| Dimensions:        | <ul style="list-style-type: none"> <li>• Channel</li> <li>• Product</li> <li>• Time</li> </ul> | Elements:        | <ul style="list-style-type: none"> <li>• Channel Group</li> <li>• Product Group</li> <li>• Period</li> </ul> |
| B-Measures:        |  | Formula:         | $\text{sum(purch\_amt)} / \text{sum(purch\_amt)}$  |
| Sales Contribution |  | Filtered         |  |
| Filter Dimension:  | Customer   | Filter Elements: | Customer Segment   |

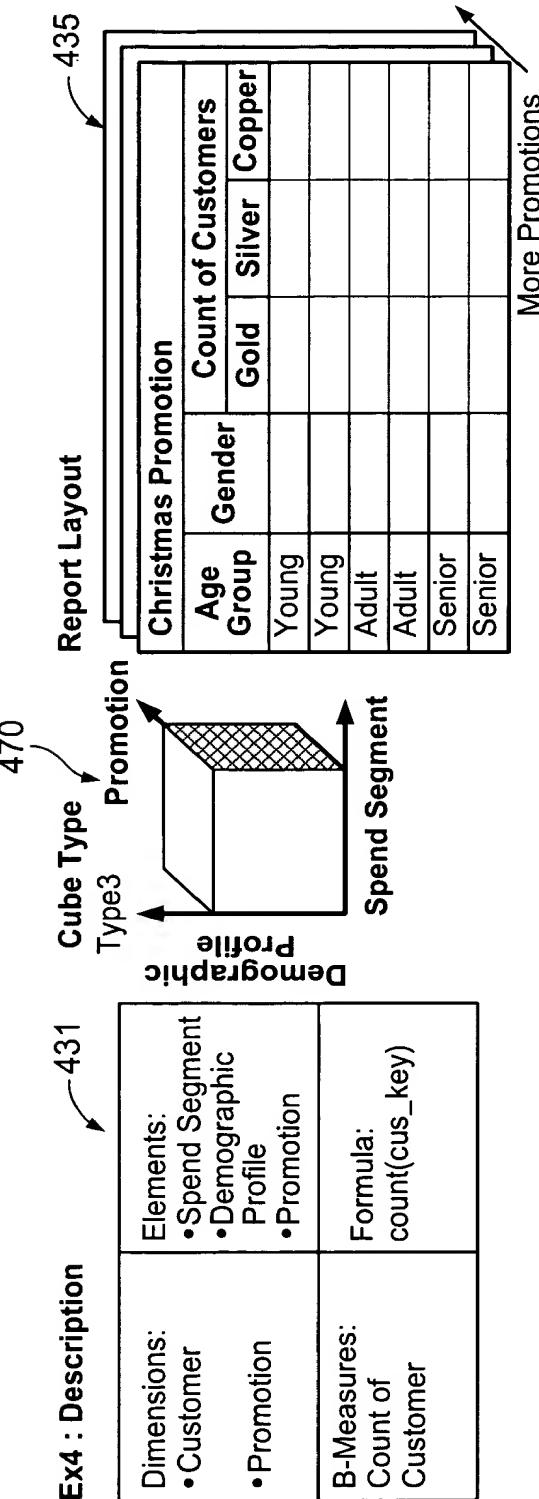
**FIG. 4C**

**REPLACEMENT SHEET**

Title: METHOD FOR VISUALIZING INFORMATION IN A  
DATA WAREHOUSING ENVIRONMENT

Docket No.: HHPI-01000US1      Applicant: Li-Wen Chen  
Appl. No.: 09/483,385      Attorney: Paul A. Durdik  
Filed: January 13, 2000      Phone: (415) 362-3800

Sheet 12 of 18

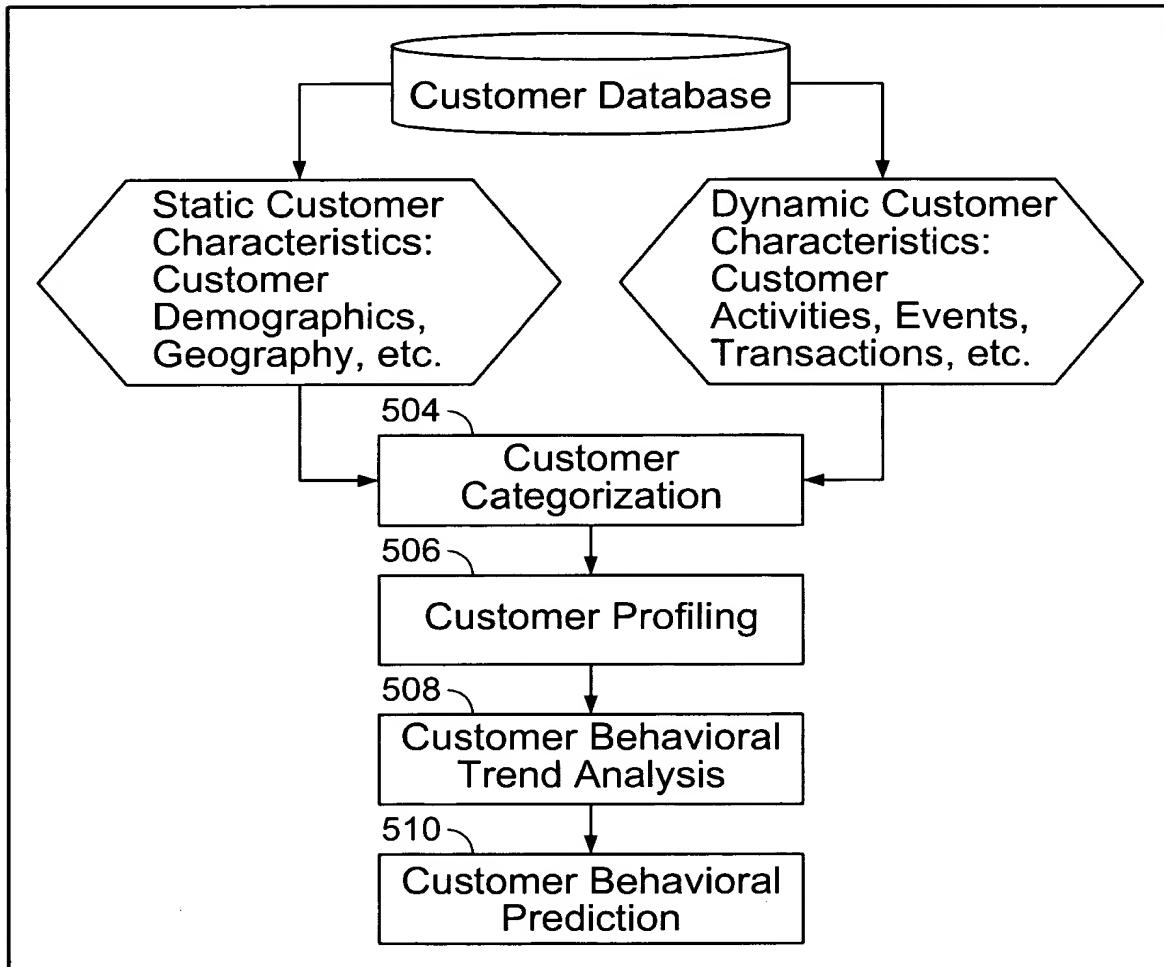


**FIG. 4D**

**REPLACEMENT SHEET**

Title: METHOD FOR VISUALIZING INFORMATION IN A  
DATA WAREHOUSING ENVIRONMENT  
Docket No.: HHPI-01000US1      Applicant: Li-Wen Chen  
Appl. No.: 09/483,385      Attorney: Paul A. Durdik  
Filed: January 13, 2000      Phone: (415) 362-3800

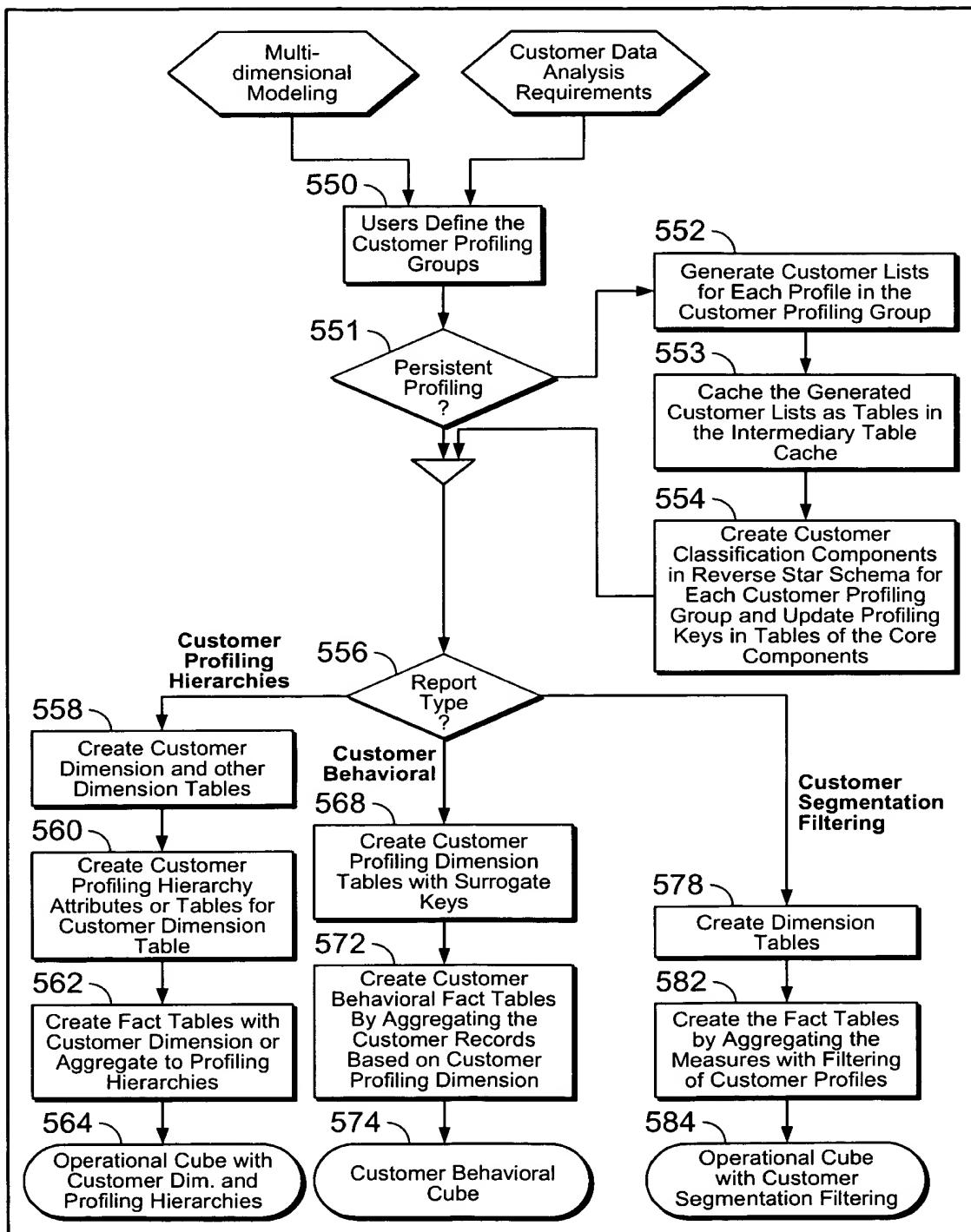
Sheet 13 of 18



**FIG. 5A**

**REPLACEMENT SHEET**

Title: METHOD FOR VISUALIZING INFORMATION IN A  
DATA WAREHOUSING ENVIRONMENT  
Docket No.: HHPI-01000US1      Applicant: Li-Wen Chen  
Appl. No.: 09/483,385      Attorney: Paul A. Durdik  
Filed: January 13, 2000      Phone: (415) 362-3800  
Sheet 14 of 18

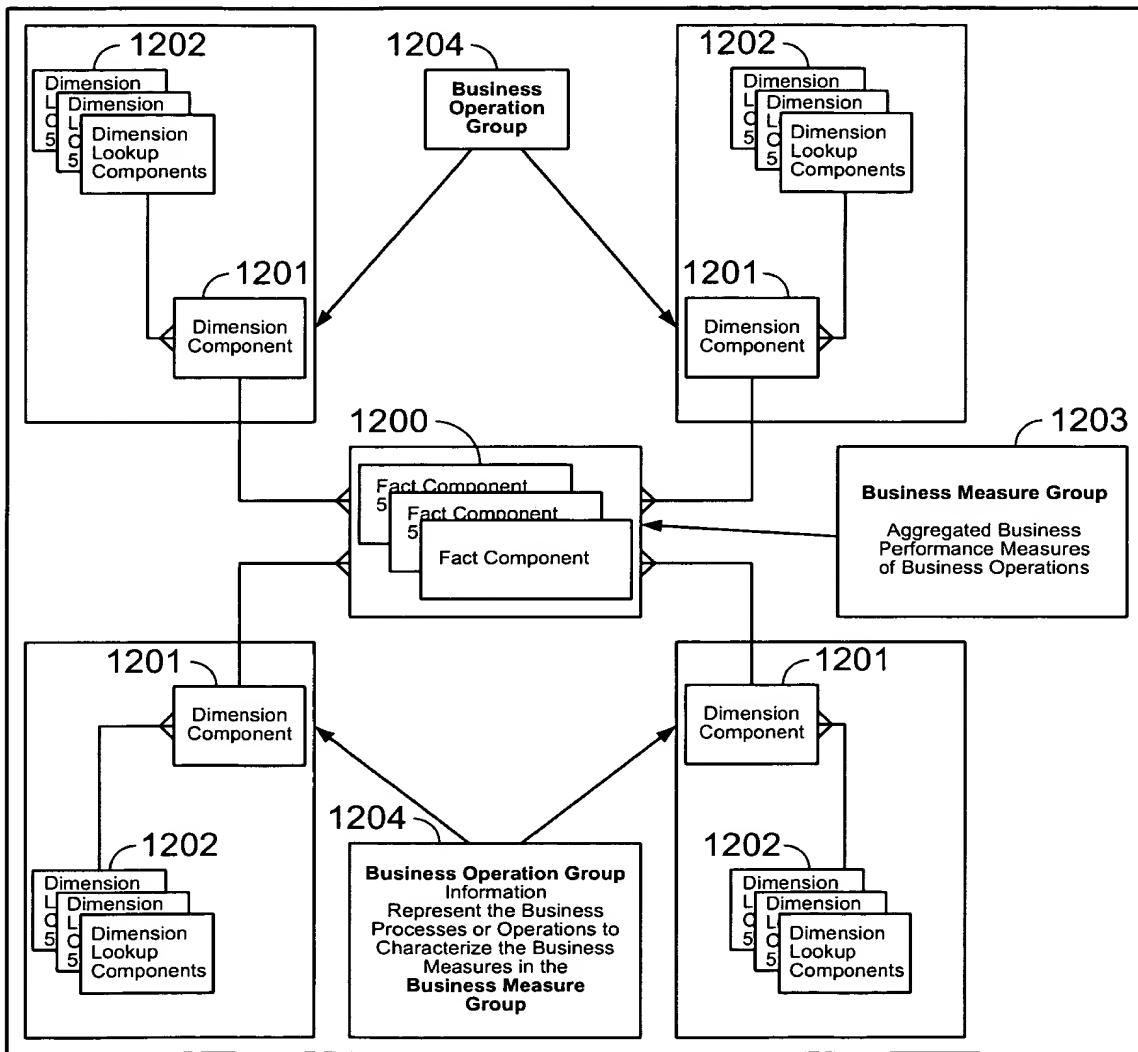


**FIG. 5B**

## **REPLACEMENT SHEET**

Title: METHOD FOR VISUALIZING INFORMATION IN A  
DATA WAREHOUSE ENVIRONMENT  
Docket No.: HHPI-01000US1 Applicant: Li-Wen Chen  
Appl. No.: 09/483,385 Attorney: Paul A. Durdik  
Filed: January 13, 2000 Phone: (415) 362-3800

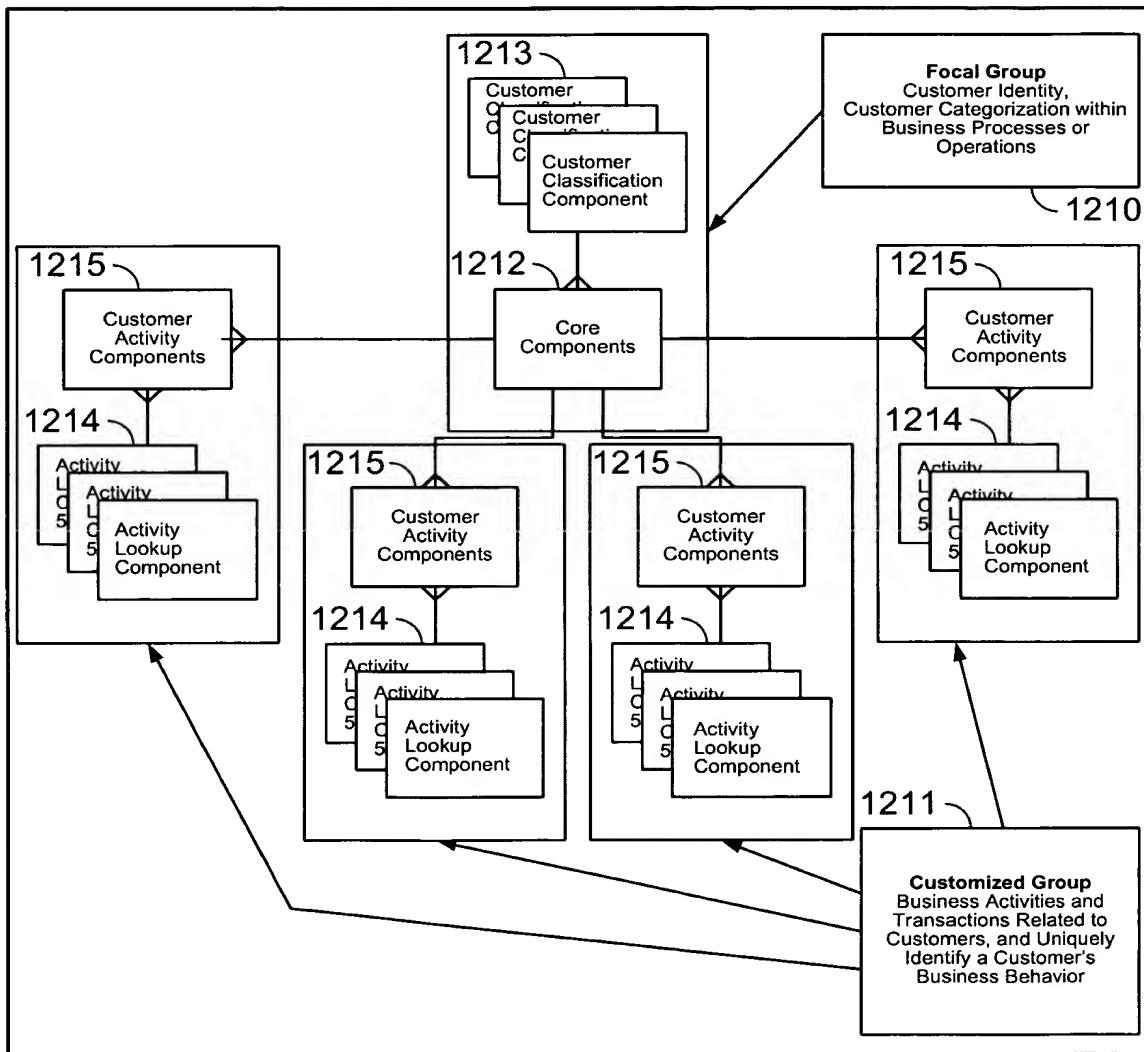
Sheet 15 of 18



**FIG. 6A**

**REPLACEMENT SHEET**

Title: METHOD FOR VISUALIZING INFORMATION IN A  
DATA WAREHOUSING ENVIRONMENT  
Docket No.: HPI-01000US1      Applicant: Li-Wen Chen  
Appl. No.: 09/483,385      Attorney: Paul A. Durdik  
Filed: January 13, 2000      Phone: (415) 362-3800  
Sheet 16 of 18



**FIG. 6B**

**REPLACEMENT SHEET**

Title: METHOD FOR VISUALIZING INFORMATION IN A  
DATA WAREHOUSING ENVIRONMENT

Docket No.: HPI-01000US1      Applicant: Li-Wen Chen

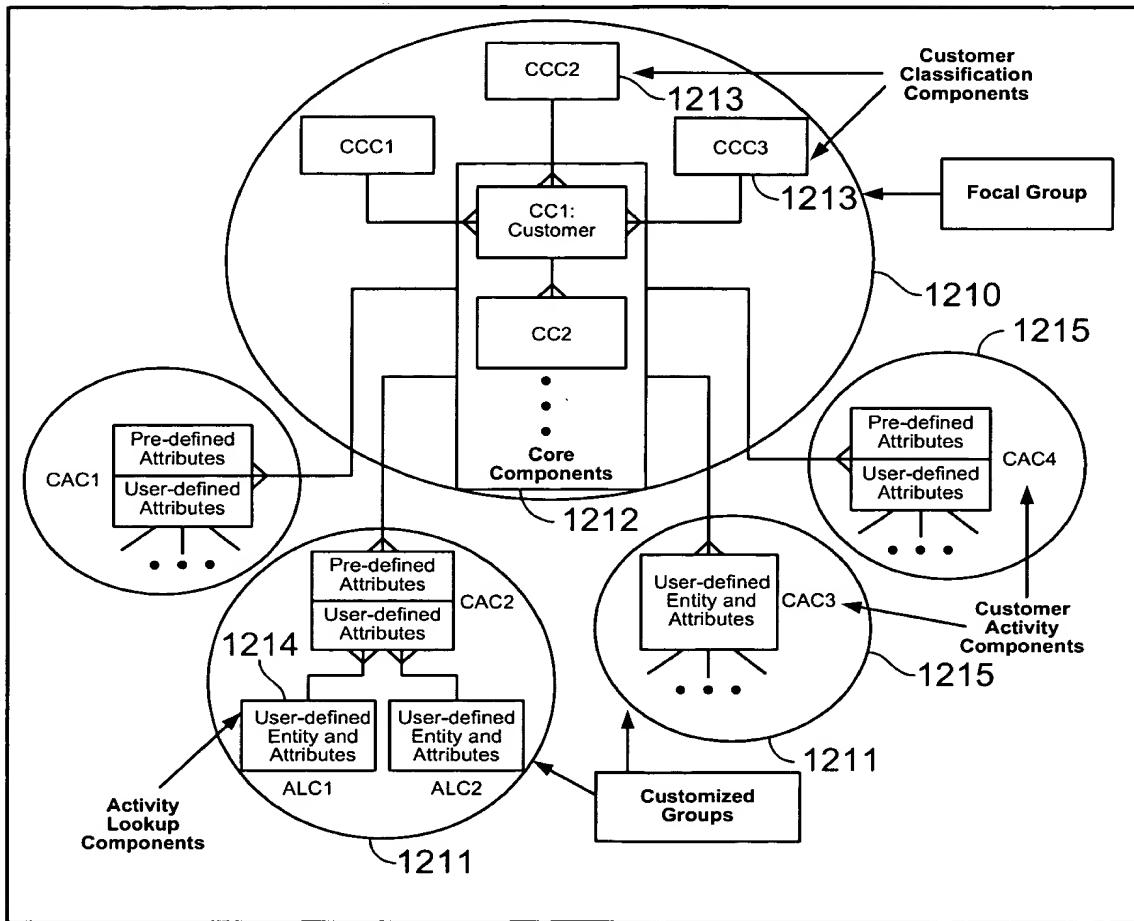
Appl. No.: 09/483,385

Attorney: Paul A. Durdik

Filed: January 13, 2000

Phone: (415) 362-3800

Sheet 17 of 18

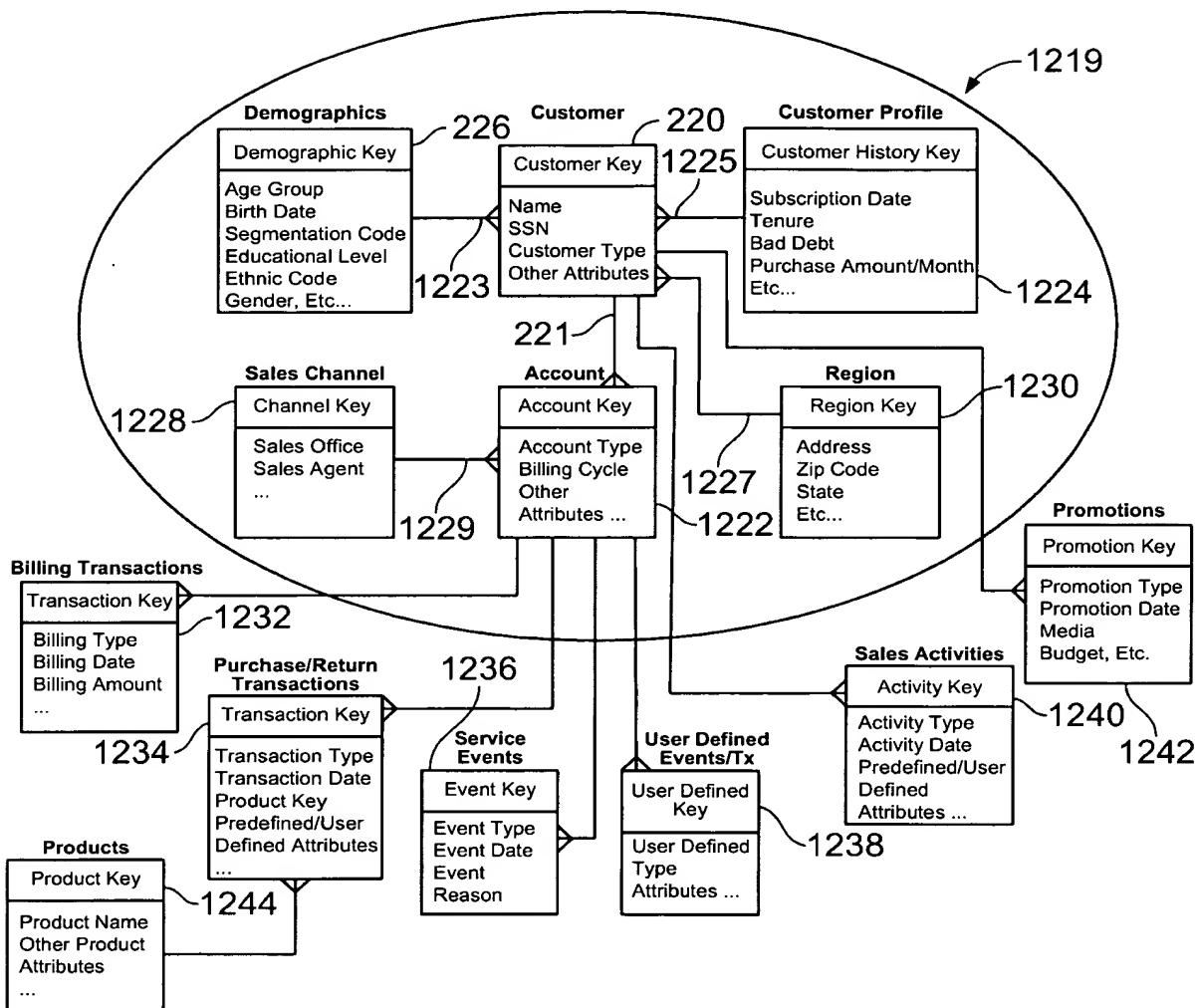


**FIG. 6C**

**REPLACEMENT SHEET**

Title: METHOD FOR VISUALIZING INFORMATION IN A  
DATA WAREHOUSING ENVIRONMENT  
Docket No.: HHPI-01000US1 Applicant: Li-Wen Chen  
Appl. No.: 09/483,385 Attorney: Paul A. Durdik  
Filed: January 13, 2000 Phone: (415) 362-3800

Sheet 18 of 18



**FIG. 6D**